

Name: _____ Period: _____ Due Date: _____

Standard 4.1 == The Event & Event Marketing

Event Marketing Defined

-
- May or may not be team oriented
- Examples
- May or may not be "mainstream" sports oriented
- Examples

Event Marketing & Entertainment

- Sports Properties
- Types of Properties
 -
 -
 -
 -
- Uses of Marketing

EVENT MARKETING

- Marketing of the Event
- _____ Offerings
- _____, _____, _____
- Special _____:
 - Back Stage...
- _____ & _____
- Event _____
- Other

Event Components

- _____
- Merchandising Opportunities
 - For _____
 - For _____
- Seating
- _____
- _____ Boxes
- _____ Ticketing
- _____ & _____
- Other

Branding

-
- defined:

Branding

- Event Branding Opportunities
- _____ & Event Offerings
- _____ and _____
- _____ Opportunities
- _____ Opportunities

Merchandising Opportunities

Licensed Products

- licensing defined:
 - _____ Agreement
 - Company A uses Company B's logo
 - Company A pays a _____ or Fee

LICENSOR → → → →

- _____
- EXAMPLE: _____
- BENEFITS:
 -
 -
- DISADVANTAGES:
 - _____

→ → → → LICENSEE

- _____
- EXAMPLE _____
- BENEFITS
 -
 -
 -
 -
- DISADVANTAGES
 -
 -

Standard 4.1 == The Event & Event Marketing

Event Seating

- Personal Seat Licenses (PSL)

-

-

-

- Season Ticketing

-

-

- Luxury Boxes

-

-

SPORTSCAPE

-

-

-Atmosphere, Color, Music, Motion

-Sights & Smells, Tradition, Architecture

-

Elements of Sportscape & What It Means for Entertainment

- Aesthetics:
- Music:
- Colors:
- Smells:
- Lighting:
- Motion:
- Parking:
- Seat Comfort:
- Seat Access:
- Sponsor Marketing:
- In-Game Entertainment:
- Signage:
- Replay Screens:

Luxury Boxes

- Provides opportunities for the venue to:

-Increase _____

-

-Increase _____

-

-

- Offer more _____

-

-

Event Evaluations

- Evaluations are _____

- Used to _____

- Typically _____

SWOT Evaluations

- S = _____

-Things that _____

- W = _____

-Things that _____

- O = _____

-Things/areas _____

- T = _____

-Things which _____

COMPONENT EVALUATIONS

➤ _____ Evaluations

➤

➤ _____ Evaluations

➤ _____ Evaluations

➤

➤ ROI Defined:

➤ Repeat Purchases – Individuals & Corporate

➤ _____ Evaluations

➤ _____ Evaluations

➤ Capacity, Perceived Crowding, Entry, Exit

Standard Four Projects

- ID ancillary event opportunities for an event

- Design Licensed Merchandise for team

- ID Sportscape elements for venue/event

- Complete a SWOT Evaluation